



Books Close/Open Notice

July 30, 2012

Company Name: First Financial Holding Co.

 Ticker Symbol:
 FFHOY

 CUSIP Number:
 32021V109

 US ISIN:
 US32021V1098

Country: Taiwan
Listing Exchange: PORTAL

Sponsorship Level: Sponsored GDR - 144A Program

Ratio (ORD:DR): 20:1

Books Closed Date: Close of business August 13, 2012 **Books Open Date:** Close of business August 17, 2012

For: Issuance and Cancellation
Reason: Dividend Date Reconciliation

Taiwan books will be closed from Aug. 14, 2012 to Aug. 18, 2012.

Depositary Receipt Services

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Bloomberg: ADRC <GO>

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